


# kūpaā

**BRAND GUIDE** \_\_\_\_\_





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# 1.1



## kūpaa (pronounced 'kew-pa')

To be firm, steadfast, and unwavering' in Hawaiian. It signifies strength, determination, and resilience. In a broader context, "kūpaa" also conveys the idea of being dedicated and committed to a cause or belief. This word aligns well with our values and commitment to making a positive impact on the environment and society.

### Our Story

kūpaa was founded in 2021 by **Julia** and **Jared** in response to the excessive use of single-use plastic for food takeaway.

They discovered that this reliance on plastic not only harms the environment but may also have adverse effects on human health. Their mission is to promote a cleaner planet and a healthier lifestyle.

**Empowering the post-disposable generation for cleaner earth and a healthier us.**

**kūpaa**

# 1.2 \_\_\_\_\_

## WHO IS KŪPAA?

kūpaa is a pioneering sustainable lifestyle brand dedicated to creating a cleaner earth and fostering a healthier community by eliminating the use of harmful disposable plastics from people's lifestyles. We aim to empower the post-disposable generation on their path to sustainable living with reusable, healthier, culturally inclusive, and aesthetic lifestyle solutions.

### Our Why

Our vision is to create a cleaner earth and foster a healthier community by eliminating the use of harmful disposable plastics from people's lifestyles.



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# 1.3.1

## WHAT WE DO & HOW WE DO IT



### How We Do It

Our aim is to drive change and shift away from the norm of disposables in our daily lives. Our hope is to empower individuals towards sustainable and healthy living with reusable lifestyle solutions. With this we bring about a post-disposable generation - a generation that embraces a more sustainable and healthy way of life for themselves and future generations to come.

### What we do


At kūpaa, our design philosophy encompasses healthier, culturally inclusive, and aesthetic lifestyle products. We want to offer you the tools you need to thrive in life while reducing your impact on the planet.

We design our lifestyle products in Singapore since 2021. We strongly believe in safety and undergo rigorous testing to meet the highest safety standards.

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# 1.3.2 \_\_\_\_\_

# VALUES



**Empowerment:** Empowering our customers to make conscious choices by offering education and transparent information about sustainability.

**Sustainability and Conscious Consumption:** Commitment to environmentally friendly and socially responsible practices in both production and consumption.

**Quality and Craftsmanship:** Committed to producing high-quality, durable, and well-crafted products.

**Minimalism and Elegance:** Embracing the aesthetic of minimalism and elegance in our designs and branding.

**Holistic Well-being:** Dedicated to promote a holistic well-being (prioritizing not only the health of our bodies but also the health of the environment and overall lifestyle). We are all about a balanced and mindful way of living, supporting both personal health and the health of the planet.

**Less is More:** We embrace the philosophy that simplicity, thoughtfulness, and a focus on essentials lead to a more meaningful and sustainable existence.



# 1.4 \_\_\_\_\_

# TARGET AUDIENCE

## Psychographics

Prioritize health and well-being and live a wellness-oriented life  
Embrace a positive attitude towards green behaviors  
Aware of environmental issues (but might not be an expert)  
Live a fast-paced lifestyle

## Customer segments

Eco and health-conscious individuals, families, and professionals seeking sustainable alternatives.

## Demographics

Typically lives in big urban or suburban areas  
High level of education  
Middle to upper socioeconomic bracket  
25 - 50 years old



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# 2.1 \_\_\_\_\_

# COLOUR PALETTE

Immerse yourself in the kūpaa color palette – a reflection of our dedication to sustainability and the heart of our eco-friendly journey.



## Primary:

**EBONY**  
#000000

*RGB*  
0 0 0

**PANTONE**  
Black 6 C

A deep, grounding black, embodying the strength and determination at the core of kūpaa’s mission.

**COTTON**  
#FFFFFF

*RGB*  
255 255 255

**PANTONE**  
11-0601 TCX  
Bright White

Pristine white, a symbolic embrace of cleanliness and commitment to a sustainable lifestyle.

## Secondary:

Feel the warmth of this earthy tone, reminiscent of nature’s embrace.

**PARCHMENT**  
#EFEBE5

*RGB*  
239 235 229

**PANTONE**  
11-1001 TCX  
White Alyssum



## 2.2 \_\_\_\_\_

# LOGO VARIATIONS

At kūpaa, we predominantly embrace the trinity of ebony, cotton, and parchment to tell our story. And with black and white taking center stage, their timeless allure commands attention.

These variations offer a versatile canvas that doesn't dilute or compromise our brand's essence.

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*Cotton*

**kūpaa**

kūpaa

*Ebony*

**kūpaa**

**kūpaa**



# 2.3 \_\_\_\_\_

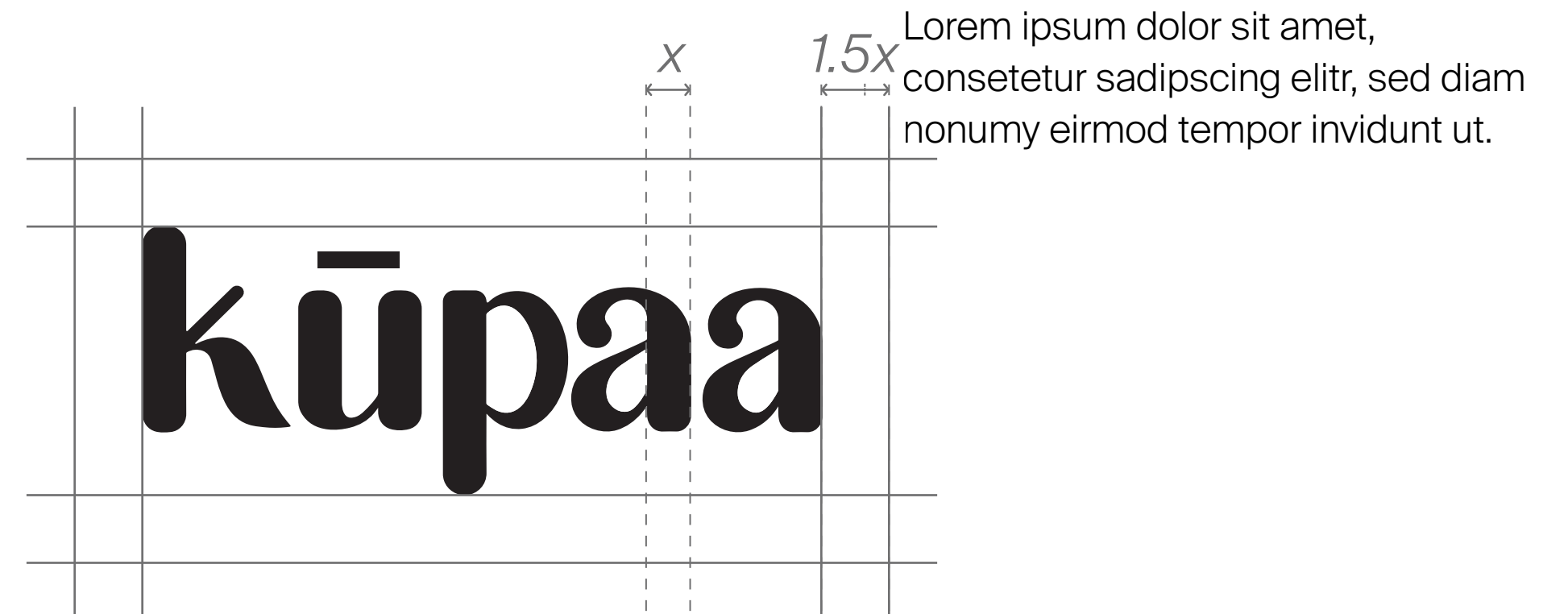
# CLEAR SPACE

To ensure the unwavering presence of our logo, we emphasize the importance of clear space.

*No text, graphics, or symbols* should invade this sacred space, allowing our logo to breathe and resonate.

The minimum demarcated space width is set at *1.5 times the width of the stem*, ensuring a commanding and undisturbed visual identity.

## ✔ Correct Use:



## ✘ Incorrect Use:



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# 2.4 \_\_\_\_\_

# MINIMUM SIZE

Print:

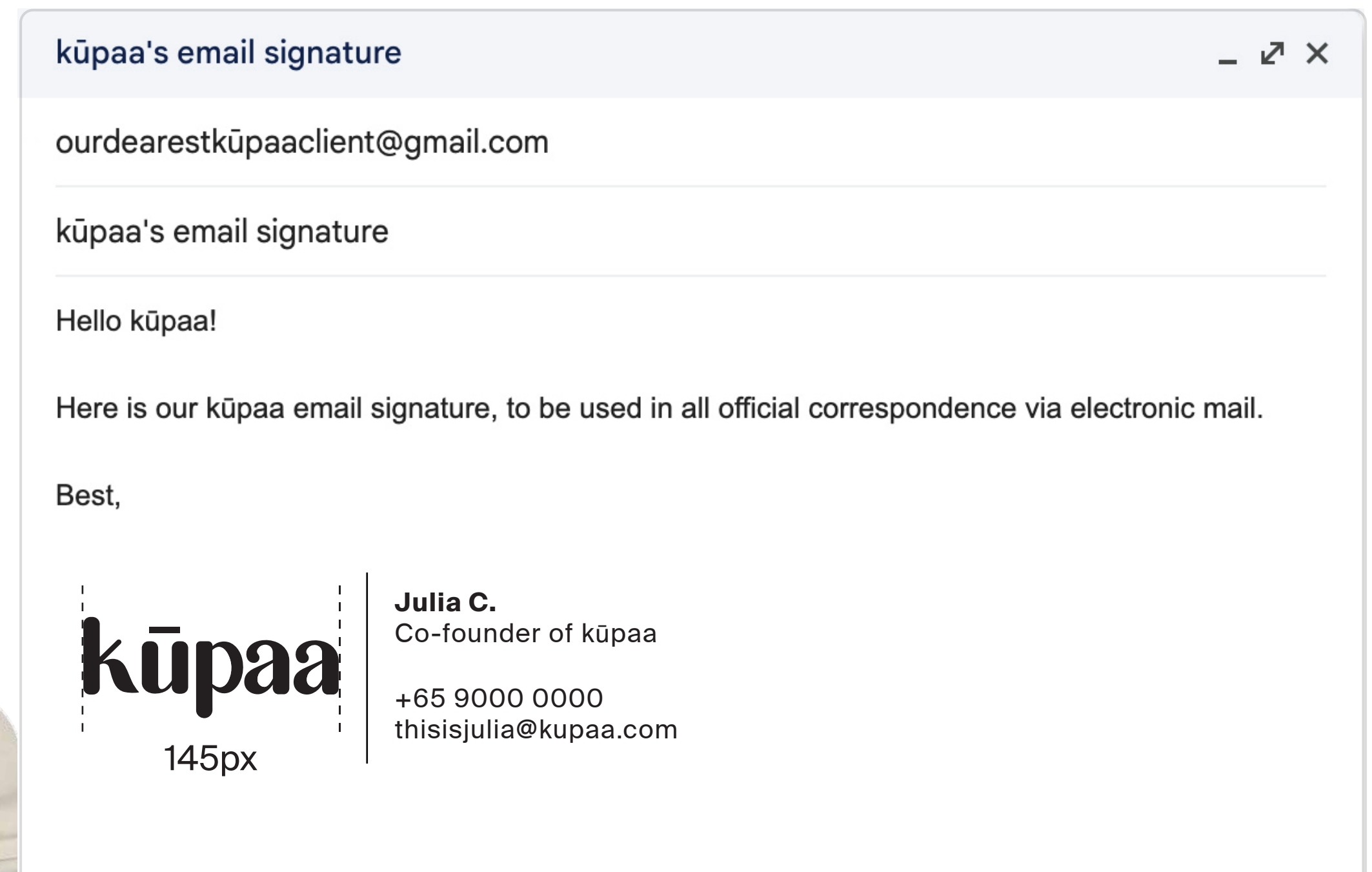


Clarity reigns supreme, and size matters.

To ensure the visual impact of our logo remains crystal clear, adhere to the minimum size guidelines for both print and digital applications.

Size up for a bolder statement, and let clarity speak volumes, but be careful of straying below these dimensions.

Digital:



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# 2.5.1 \_\_\_\_\_

## UNACCEPTABLE LOGO USAGE

To preserve our logo's integrity and ensure a cohesive brand identity, we've outlined key guidelines for logo usage. Please consider this non-exhaustive list to maintain kūpaa's essence.

Do not change the proportions of the logo



Do not skew the logo.



Do not move the position of the logo's letters



Do not rotate the logo



Do not change the logo's opacity



Do not change the logo's colour



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## 2.5.2 \_\_\_\_\_

# UNACCEPTABLE LOGO USAGE

When opting for clean and light backgrounds that exude sophistication, consider the following guidance to ensure the perfect contrast:



Do not use our light logo variations with low-contrast backgrounds



Ebony logo on natural, light



Do not use our light logo variations with low-contrast backgrounds or the 'drop shadow' effect



Well-contrasted backgrounds

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## 2.5.3 \_\_\_\_\_

# UNACCEPTABLE LOGO USAGE

When using our logo variations, it's crucial to select clean backgrounds that resonate with our brand's premium feel. Here are examples of backgrounds that compromise this essence:



Try to stay away from chaotic backgrounds



Avoid backgrounds with color palettes that do not align with kūpaa's



Do not use backgrounds with no contrast



Stay away from overly busy imagery



# 2.6 \_\_\_\_\_

# TYPEFACES

## Suisse International

Thin | Light | Regular | Book | **Medium** | **Semibold** | **Bold**

A typeface that seamlessly blends modernity with sophistication.

Headers & Sub-headers: Suisse Int'l Book

Body Text: Suisse Int'l Light

### Minimum Font Sizes for Print

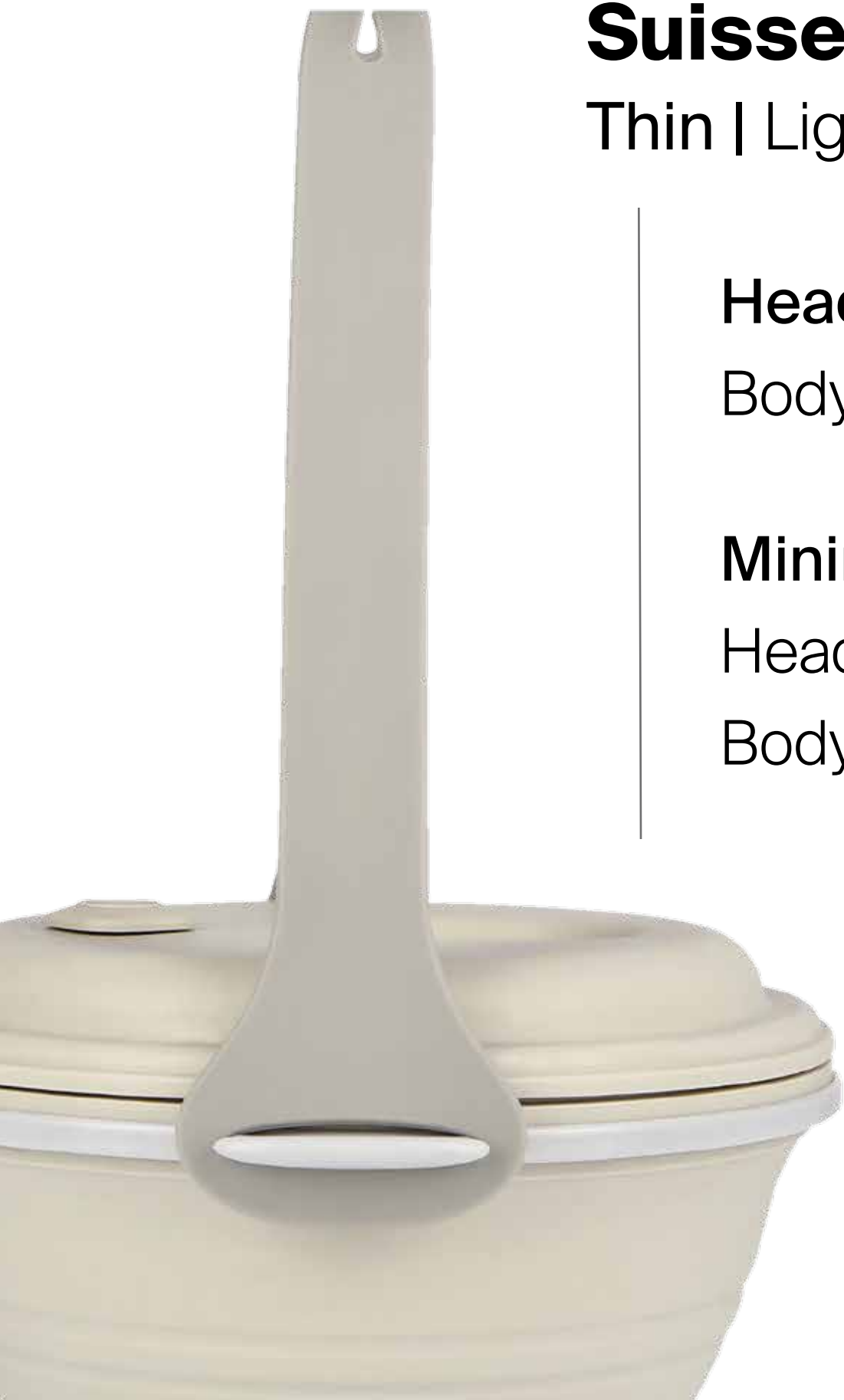
Headers & Sub-headers – 18pt

Body Text – 12pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890~!@#\$%^&\*())

*Google Font Alternative: Open Sauce*

*Note: While Suisse International remains our signature typeface for official communications, feel free to explore other decorative fonts for social media collaterals and posts.*



# 3.1.1 \_\_\_\_\_

# SOCIAL MEDIA TEMPLATE

**Tone of Message:** Craft messages that resonate with our audience, promoting a positive and engaging tone.

**Content Type:** Share content that educates followers about sustainability, our products, and the journey towards a cleaner, healthier lifestyle.

**Engagement:** Respond to comments and direct messages promptly, fostering a sense of community and responsibility.

**Consistent Branding:** Maintain a cohesive visual identity by using our primary colors (Ebony, Cotton, Parchment) and the Suisse International typeface.

**Logo Placement:** Place the logo prominently, preferably centered or in the top-left corner for optimal visibility.

**High-Quality Imagery:** Share visually appealing and high-quality images that align with the premium nature of the kūpaa brand.



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# 3.1.2

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# CONTENT PILLARS

Content pillars should be kept in mind when planning out social media strategy & content for our socials.

**Inspire:** Sustainable living

[E.g]

Circular Economy

Zero-waste lifestyle

Sustainable habits & routines

Environmental Education

Workplace Sustainability

**Educate:** Brand story, values & Facts

about healthy living & Wellness

[E.g]

Plastics link to health

Reducing microplastics consumption

What are microplastics (infographics)

**Entertain:** Something more casual, or trendy with the audiences.

[E.g]

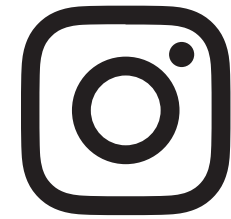
Behind-the-scenes & Trendjacking

**Promote/ Engage:** Product Feature & Usage Ideas (Lifestyle Content) Content should be about integrating our products into daily life.



# 3.1.3

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For Instagram, posts should cover content pillars in a more professional manner through infographics or simplistically designed posts. Take a look at our Instagram for past references.



For TikTok, content can be a more casual way of reaching to our audiences. Follow trends, organic lifestyle videos, and make use of trendy or current hits for music choices.

# 3.2.1 \_\_\_\_\_

## SOCIAL MEDIA

### DOs & DON'Ts

In anything that we do, we must always link to our mission – to drive change and shift away from the norm of disposables in our daily lives.

We don't just sell products; we want to foster a healthier community that seamlessly integrates sustainability and well-being.

Remind people of the feeling we are offering them—sustainable and healthy living going hand in glove.

We are a premium brand, sophisticated, minimalistic, simplistic, and aesthetic. At kūpaa, *less is more*.

This means anything that we do, say, or post should not undermine these pointers.



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## 3.2.2 \_\_\_\_\_

# SOCIAL MEDIA

## DOs & DON'Ts

Don't mention or feature any other brands besides kūpaa.

Do not make definite claims or statements. When sharing any 'factual' pieces, make sure it is well supported by a reliable source.

For example, using **academic research** extracted from Google Scholar in order to support that - the use of plastics for food takeaway "*may/likely to*" cause harm to human health; and **NOT** "*will* cause harm to human health".

Never sell/base our product just on its 'functionalities'.

Avoid describing the product as 'convenient', 'functional' etc.

Avoid referring us as the 'best' or 'ultimate' solution and so on.

Videos/Photos should look semi-professional and not amateurish (e.g. shaky, pixelated, or messy etc).

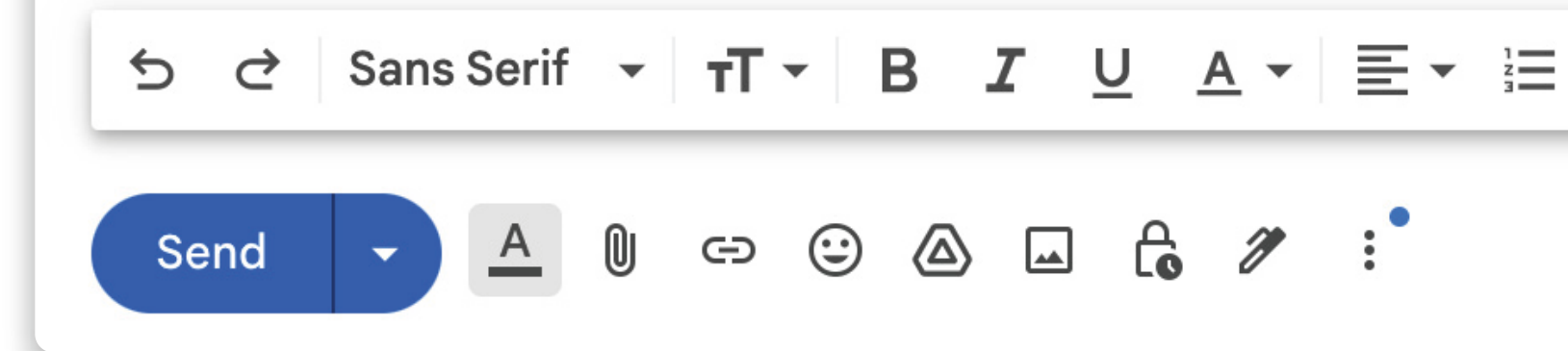


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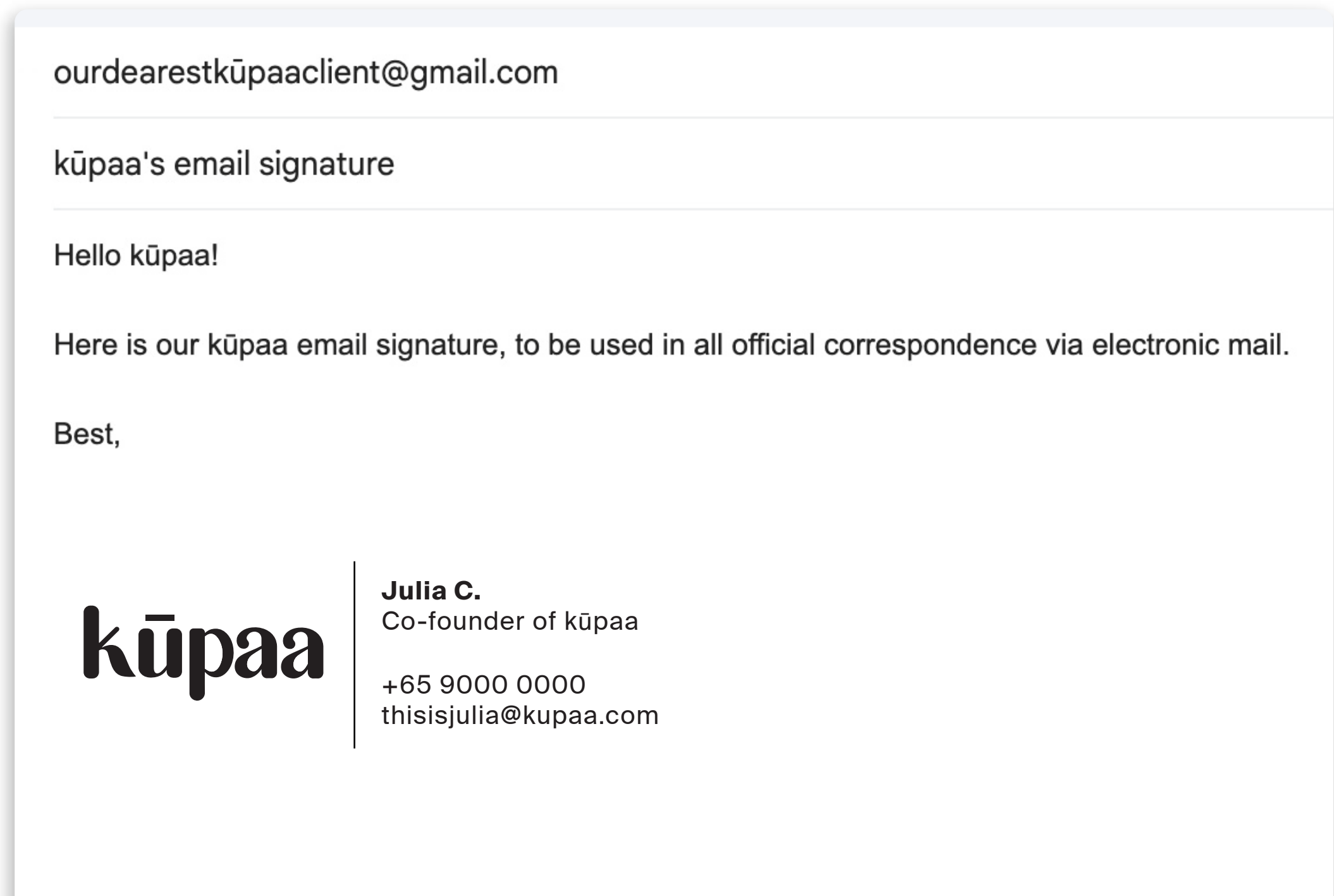


# 3.3

# EMAIL SIGNATURE



For the epitome of cleanliness and professionalism in our official electronic communications (e-mails), simplicity is our guiding principle. To ensure a clear and undisturbed reading experience, we designate the default font for email body text as Sans Serif.



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